the attraction and/or destination. The internet and billboards also appear to be important sources of information for consumers. Note in particular the relatively low effectiveness of several forms of media ads, including radio, direct mail, etc. These findings are summarized below graphically in Figure 12 by number of respondents using a specific information source.

Part of Tour Saw Road Signs Direct Mailing Saw/Tasted Wine Wine Club Membership NASCAR **Proximity** Previous Visit Other Written Media Reputation **Information Sources** Festival Booth Driving By Personal/Business Recommendation Other Winery Brochure News or Feature Story Directory/Guidebook Visitor Center Friend or Relative Internet Radio Ad Newspaper Ad Billboard Ad Magazine Ad TV Ad 0 50 100 150 200 250 300 **Number of Respondents** 19

Figure 12 - Influential Information Sources (n=903)